

# Civic Learning and Engagement Action Plan



# Executive Summary

## Who We Are

Rowan-Cabarrus Community College is a two-year public institution with multiple campuses in Cabarrus and Rowan counties in North Carolina. The College served 22,738 students in 2023-2024, including 8,875 (unduplicated) curriculum students and 13,863 (unduplicated) workforce continuing education students.

Rowan-Cabarrus offers more than 185 degrees, certificates and diploma programs, including, but not limited to, the associate in arts, associate in science, associate in engineering and the associate in applied sciences degrees. In addition, the College provides a variety of non-credit programs, including Adult Basic Education, High School Equivalency and English as a Second Language. Rowan-Cabarrus also offers a variety of short-term training opportunities through continuing education and workforce development programs. The College serves three early college high school programs, over 2,000 dual-enrolled high school students and a robust university transfer program. Student clubs, organizations and co-curricular programming, intramural sports, and an e-gaming program contribute to vibrant student life both on campus and virtually.

## Purpose and Goals

This action plan outlines the College's commitment to fostering non-partisan civic learning and engagement with the goal of increasing student voting participation. As an institution of higher education, the College recognizes our critical role in preparing students for active citizenship. These programs aim to empower every eligible student, faculty and staff member to register and vote, regardless of political affiliation.

The College's civic engagement strategy involves integrating civic responsibility into co-curricular programming, hosting voter registration drives, educational events and providing resources to facilitate informed decision-making. By enhancing an understanding of civic learning and engagement, the College aims to ensure our democracy reflects the diversity and values of our community.

## Implementation

This action plan will be led by the Student Life and Leadership department within the Student Success Services division. Barb Meidl, Director of Student Life and Leadership, along with Alyssa Mitchell and Amber King, Student Activities Coordinators, will oversee its implementation. Collaboration with student organizations, faculty and external community partners such as the local Board of Elections and League of Women Voters will be critical in relation to the success of the action plan.

## Goals

**Short-term:** Increase student voter registration and turnout for the 2024 elections through targeted events and educational campaigns.

**Long-term:** Strengthen the established culture of civic learning and engagement across the college by establishing a Voter Civic Learning and Engagement Advisory Committee by 2026 and secure an on-campus polling location by 2028.

## Strategies

### **Voter Registration:**

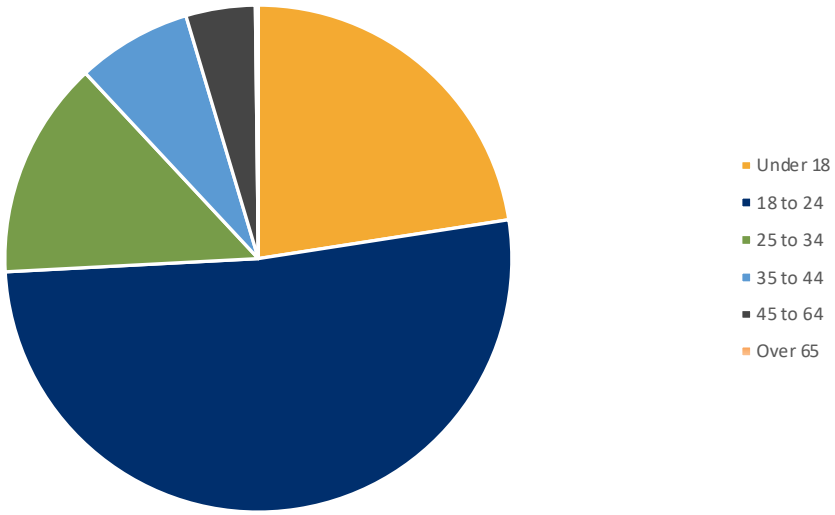
Hire four student Vote Ambassadors through the Federal Work Study program to assist with voter registration efforts on multiple campus locations.

### **Where will this action plan be implemented?**

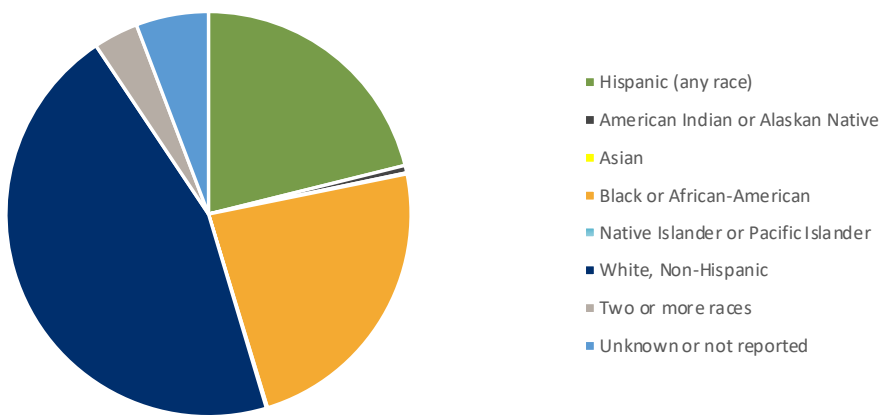
This action plan will be seamlessly integrated into both online and on-campus co-curricular programming. By embedding civic learning and engagement activities within existing events and initiatives, we will create an integrated approach that embeds non-partisan civic learning and engagement activities within events and initiatives in order to strengthen student engagement and participation in American democracy.

**A Look at Rowan-Cabarrus Community College Demographics**  
**Total Unduplicated Headcount – 8,875**

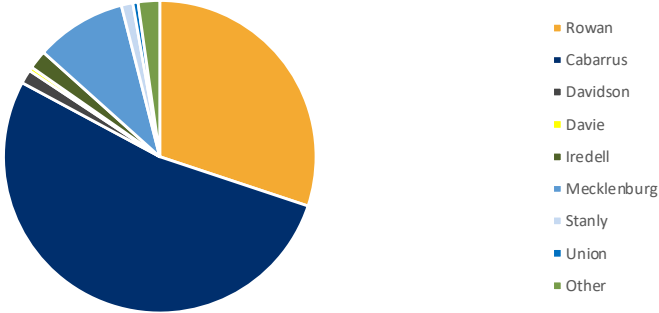
**Enrollment By Age**  
**Rowan-Cabarrus Demographics**  
**2023-2024**



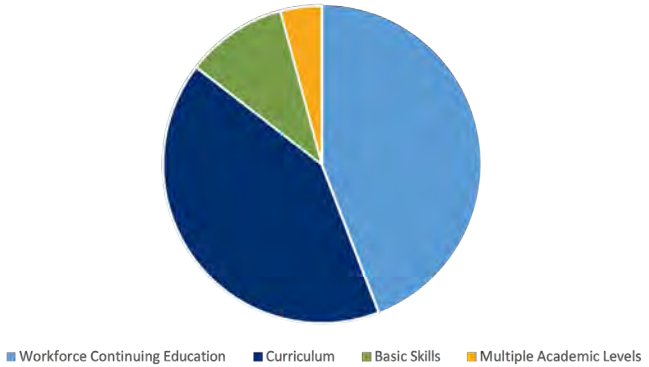
**Enrollment by Race-Ethnicity**  
**Rowan-Cabarrus Community College**  
**2023-2024**



## Enrollment by County Rowan-Cabarrus Community College 2023-2024



### Enrollment by Academic Program



**Why is your institution invested in creating a plan to map out civic learning and democratic civic learning and engagement efforts? How does this plan tie to broader institutional norms/values/strategic plans?**

Rowan-Cabarrus is deeply committed to fostering well-rounded, engaged citizens. This commitment is outlined in the College’s [2023-2028 Strategic Plan](#), which highlights the College’s vision to foster global citizenship and advance civic learning and engagement as a fundamental component of a successful and holistic student experience. The College is dedicated to empowering informed, educated citizens who are prepared to actively participate in civic life locally, regionally, statewide and globally. This action plan seeks to increase voter engagement, participation and advocacy, fostering an informed student body and campus community committed to lifetime civic involvement.

This commitment aligns seamlessly with the College’s mission to “improve lives and build community through public higher education and workforce development.” Civic learning and engagement directly impact workforce development, education and building strong communities. The College’s goal is to strengthen democracy, enhance community civic learning and engagement, and promote social responsibility.

**When does this action plan start and end? When will it be updated?**

This action plan builds upon recurring civic learning and engagement activities. This action plan will commence in summer 2024 and span the entire 2024-2025 academic year. Activities will begin in the summer and continue throughout the fall and spring semesters with continuous evaluation to ensure effectiveness and relevance. Evaluation criteria will include student participation rates, feedback from participants and measurable increases in voter registration and turnout. This will allow event updates during the late spring of the next academic year based on National Study of Learning, Voting and Engagement (NSLVE) data.

While the focus intensifies during presidential election years, the College has a longstanding commitment to cultivating a culture of continuous civic learning and engagement. By moving beyond voter registration to year-round civic participation, we strive to empower students as active and informed agents of democracy in national, state and local elections.

**How will this action plan be implemented? Who is in charge?**

**What unit/office/division will be facilitating the effort?**

**Which individuals (e.g., name(s), title(s), department(s)) and/or organizations developed this plan?**

The Student Life and Leadership department, within the Student Success division, holds the primary responsibility for implementing voter registration, civic learning and engagement initiatives. The All In Civic Learning and Engagement Action Plan was developed and will be led by:

- Barb Meidl, Director of Student Life and Leadership
- Alyssa Mitchell, Student Activities Coordinators, Cabarrus County
- Amber King, Student Activities Coordinator, Rowan County

The plan was reviewed and is supported by Dr. Carol Spalding, College President; Dr. Natasha Lipscomb, Vice President of Student Success Services; Dr. Michael Quillen, Vice President of Academic Programs; and Sarah Devlin, Chief Officer of Governance, Advancement & Community Relations. The combined expertise and commitment will drive this initiative forward.

As the eighth largest of 58 community colleges in North Carolina, the College has integrated civic learning and engagement into our annual programming to empower our students. This plan involves collaboration with various student leadership programs, including the Student Government Association (SGA) and chartered student clubs, to implement events and activities outlined in this action plan. Community partners such as the local Board of Elections, League of Women Voters and non-profit entities will also play crucial roles in supporting these efforts.

## I. LEADERSHIP

The Student Life and Leadership department, part of the Student Success Services division, will spearhead civic learning, voter registration and voter education initiatives leading up to the November 2024 elections. Our team includes the director, coordinators, four dedicated civic learning and engagement work-study students, and a full Student Government Association (SGA) board consisting of seven members.

We actively collaborate with student leadership programs, including TRIO, Male Minority Success Initiative (MMSI) and Student Ambassadors. Commitment from leadership in both Faculty and Staff Associations helps craft and executive events and activities outlined in our action plan.

### **Here is a snapshot of our stakeholders and their roles:**

**Student Life and Leadership:** Our mission revolves around engaging students beyond the classroom, and we see civic learning and engagement as integral to student involvement. Over the years, we have partnered with the local Board of Elections to organize on-campus voter registration drives, providing students with essential resources and support. Additionally, we were among the first community colleges in North Carolina to ensure that Student IDs comply with state regulations for use as Voter IDs. Our efforts extend to educational events, workshops and initiatives like “Meet the Candidates” sessions to empower students with the knowledge they need to participate in the electoral process.

**Student Organizations:** Collaborating with chartered student organizations, campus leaders will leverage diverse perspectives and expertise in our programming. Together, we work to create inclusive and impactful events that resonate with students from all backgrounds.

**Faculty and Staff Associations:** By fostering a culture of civic learning and engagement and providing students with the resources they need to participate in the democratic process, we strive to make a meaningful impact on our campus community and beyond. Through targeted outreach and civic learning and engagement efforts, we aim to ensure that every student feels empowered to exercise their civic rights and responsibilities.

As part of our development plan, we will integrate voter information and links to resources into each syllabus beginning in fall 2024. All curriculum syllabi will have a dedicated voter engagement section embedded in the template.

## **Student Life and Leadership**

Student Life and Leadership’s mission is to extend student civic learning and engagement beyond the classroom. Recognizing that civic learning and engagement are intrinsic to student involvement, we prioritize voter education as essential to democracy. Our efforts include:

- Partnering with the local Board of Elections since 2007 to organize on-campus voter registration drives in both fall and spring semesters, providing comprehensive education on the ballot and voter resources.
- Ensuring student IDs comply with North Carolina State regulations for use as voter IDs.
- Incorporating important voting dates and resources into both printed and digital student planners.
- Hosting educational events such as workshops, seminars and informational sessions on the electoral process and civic participation.
- Offering resources and guidance to help students navigate the voting process and make informed decisions.
- Facilitating “Meet the Candidates” sessions to familiarize students with political candidates.
- Providing early voting shuttles for students lacking transportation to polling locations.
- Collaborating with Marketing and Communications to create a comprehensive Voting Information page under Civic Learning and Engagement.
- Conducting voter registration drives during Welcome Week, enabling students to register while picking up their Welcome Back packs.
- Host education sessions in partnership with TRIO and Male Minority Success Initiative.



- Facilitating educational sessions with Adult Basic Education, General Education Diploma (GED)/High School Equivalency (HSE) and Citizenship classes.

## **Student Government Association**

The SGA serves as a crucial educational tool, utilizing democracy to elect its executive board, build campus community and advocate for change to benefit students.

All SGA executive officers and club senators will undergo training at Summer Senate Day on completing voter registration forms and the voter ID rules for 2024, immediately applying this knowledge by registering voters at various campus events.

SGA is a member of the North Carolina Comprehensive Community College Student Government Association (N4CSGA) and attends both fall division and fall conference, spring division and spring conference. These conferences host educational sessions on advocacy, governance and state initiatives happening through the North Carolina Community College System. Multiple students have served on the executive board and as advisors in this non-profit volunteer organization.

Student Government members participate in the North Carolina Community College Legislative Day at the Capitol in Raleigh to advocate on behalf of community colleges. It is a terrific opportunity for students to get involved and make their voices heard. Through participation in Legislative Day, students gain experience in advocacy work.

## Student Organizations

Numerous students participate in student organizations, clubs and co-curricular programs, each with a focus on specific civic learning and engagement areas such as culture, academics or honors. All groups have agreed to support voter information initiatives within their clubs by promoting registration and other election activities:

- ACE Technology
- Art & Design Club
- Cab Tech Early College Club
- Cabarrus-Kannapolis Early College Club
- Criminal Justice Club
- Cosmetology Club
- Future Business Leaders of America Collegiate
- Education Club
- Equality Club
- Males Empowerment Network
- Minority Student Leadership Club
- National Society of Leadership and Success
- Phi Theta Kappa Honors Society
- Radiography Club
- Rowan County Early College Club
- SkillsUSA
- Student Occupational Therapy Assistant
- Student Nurses Association
- TriBeta Club
- Women Obtaining Wisdom (WOW) Club

## **Beacon Ballot Brigade**

The faculty and staff of Rowan-Cabarrus Community College are committed to fostering access and opportunity for every student in order to facilitate their success. Recognizing that effective democratic citizenship hinges on understanding and embracing diversity, this dedicated group will serve as invaluable partners in co-sponsoring voter and civic learning and engagement events.

- Dr. Natasha Lipscomb, Vice President of Student Success Services
- Sarah Devlin, Chief Office of Governance, Advancement & Community Relations
- Aaron Tallman, Director of Marketing and Communications
- Emily Baldwin, Director of Recruitment and Retention
- Dr. Quinn Lacy, Assistant Director of Advising
- Chad Nichols, Lead Faculty, Accounting & Economics
- Jon Crockett, Lead Faculty, HHR Program Lead Instructor

## **Community Partnership Opportunities**

Our community partners have been instrumental in supporting our voter registration efforts in various ways, including providing training, supplies, voting guides, registration assistance and numerous other resources. Their ongoing support has been invaluable in empowering our community to participate in the democratic process.

- All In Campus Democracy Challenge
- Rowan Board of Elections
- Cabarrus Board of Elections
- Campus Voter Civic Learning and Engagement
- Cooperative Christian Ministry
- Rowan Helping Ministry
- League of Women Voters
- National Voter Registration Day (NVRD)

## Local Election Office

Student Life and Leadership partners with Rowan and Cabarrus counties to ensure the registration of all Rowan-Cabarrus Community College students eligible to vote.

- Meet the Candidate Town Halls are hosted by the College via Zoom and are available to all students. These Town Halls provide the opportunity for local candidates from all parties to a town hall discussion platforms, issues and student concerns.
- College IDs have been approved for use as voter IDs.
- Staff are volunteering as Election Officials in Cabarrus County.

## II. COMMITMENT

The Student Life and Leadership department is dedicated to fostering student involvement beyond the classroom. This action plan will prioritize ongoing efforts at Rowan-Cabarrus Community College to promote college-wide civic learning and engagement.

### The College's Commitment

The College's commitment to the work of civic learning and democratic civic learning and engagement is evident in the [2023-2028 Strategic Plan](#), which includes the Mission, Vision and Values statement.

- **Mission:** Rowan-Cabarrus Community improves lives and builds community through public higher education and workforce development.
- **Vision:** Rowan-Cabarrus Community College is building sustainable futures through the power of learning.
- **Values:**
  - Excellence and innovation in education and workforce training.
  - Continuous improvement through lifelong learning and achievement.
  - Trust, integrity, inclusiveness, and mutual respect.
  - Exemplary service through teamwork.
  - Responsibility, sustainability, accountability.
  - Leadership, partnership, and global citizenship.

## The Student Life and Leadership Commitment

The Student Life and Leadership department is committed to and facilitated programs to increase student voting through co-curricular programming and activities, including but not limited to:

- Partnered with National Voter Registration Day (NVRD) and have committed to organizing on-campus voter registration drives since 2007.
- Partnered with the non-partisan group, You Can Vote to host voter registration drives on campus and host lunch and learn workshops to educate students on the latest voting rules and details about navigating North Carolina Voter ID laws.
- Vote Ambassadors will visit classes and present Beacon's Ballot Basics, short 10-minute voter registration presentations that include walking students through the online registration process.
- Worked with the College's Marketing and Communications department to create a special branding image for all civic learning and engagement materials to use throughout the college.
- In that effort, Marketing and Communications created Beacon at the Ballot landing page on the website.
- Welcome Week voter registration drives where students picked up their free Welcome Back pack and registered to vote.
- Hosted a Constitution Day event with activities and events highlighting the Constitution in daily life. Students registered to vote and discussed how the Constitution affects them daily with social media platforms, speed limits, Federal Pell grants, etc.
- A variety of signage on all five campuses reminding students to vote and including early voting dates and the upcoming election date.
- One major step toward the work of civic learning and democratic civic learning and engagement is our partnership and commitment to the National Study of Learning, Voting, and Civic Learning and Engagement (NSLVE), which begins this year to help us better understand the voting habits of our students.

## **President's Commitment to Full Student Voter Participation**

- The College's president made an outward commitment to democratic civic learning and engagement by signing the NSLVE agreement.
- Attended multiple online sessions hosted by All In and signed the NSLVE agreement.
- Attendance at college-hosted Meet the Candidate Town Halls and local candidate forums, as available.

## **Commitment to Collaborate with External Groups**

Our collaboration with the following community partners further defines our commitment to support student voter education efforts through training, supplies, tool kits, voting guides, registration aid and various resources.

- All In Campus Democracy Challenge
- League of Women Voters
- Board of Elections
- National Voter Registration Day (NVRD)
- Project Cover
- Rowan County Chamber of Commerce

# **III. LANDSCAPE**

## **Are civic learning and democratic civic learning and engagement overall campus learning outcomes? If so, what are the learning outcomes and how are they measured?**

Civic learning and democratic engagement are indeed integral components of our campus-wide learning outcomes, particularly within the framework of Student Life and Leadership. These outcomes emphasize the importance of campus connections, community building and civic engagement as key elements in fostering students' personal and intellectual growth. By actively participating in these initiatives, students develop a deeper understanding of their civic responsibilities and the impact of their engagement within their communities.

## Learning Outcomes

### How are civic learning and democratic civic learning and engagement present in the curriculum?

Civic learning and democratic engagement are woven into the fabric of our campus culture, supported both within and beyond the classroom. The Student Life and Leadership department plays a pivotal role in this effort, offering a wide range of programming designed to foster civic awareness and participation among students.

We offer foundational programming, which includes workshops, events and activities that encourage students to explore and engage in civic responsibilities and conversation. This includes initiatives like voter registration drives, community service projects, and leadership development programs.

Our long-term objective is to extend these civic learning opportunities into the curriculum by collaborating with faculty partners across various disciplines. This will ensure that civic and democratic engagement is not only a co-curricular experience but also an integral part of academic learning. By embedding these principles into the curriculum, we aim to cultivate well-rounded students who are prepared to be active, informed citizens.

This comprehensive approach ensures that civic learning and democratic engagement are not only present but thriving on our campus, preparing students for a lifetime of civic responsibility and community involvement.

### How are civic learning and democratic civic learning and engagement present in the co-curriculum?

Civic learning and democratic civic learning and engagement are present in co-curriculum programs and events implemented through Student Life and Leadership. Students took part in several activities and events outside of the classroom related to civic learning and democratic civic learning and engagement. Some activities included:

- Partnering with the local Board of Elections since 2007 to organize on-campus voter registration drives in both fall and spring semesters, providing comprehensive education on the ballot and voter resources.
- Ensuring student IDs comply with North Carolina State regulations for use as voter IDs.
- Incorporating important voting dates and resources into both printed and digital student planners.

- Hosting educational events such as workshops, seminars and informational sessions on the electoral process and civic participation.
- Offering resources and guidance to help students navigate the voting process and make informed decisions.
- Facilitating Meet the Candidates Town Halls to familiarize students with political candidates.
- Providing early voting shuttles for students lacking transportation to polling locations.
- Collaborating with Marketing and Communications department to create a comprehensive Voting Information page under Civic Learning and Engagement.
- Conducting voter registration drives during Welcome Week, enabling students to register while picking up their Welcome Back packs.
- Hosting voter education sessions in partnership with:
  - Adult Basic Education (ABE) and high school diploma program
  - Citizenship Classes
  - Clubs
  - General Education Classes
  - Male Minority Success Initiative programs
  - TRIO

### **What internal barriers (e.g., limited funding, staff resistance, lack of leadership, declining student life activities) prevent the institution from being successful?**

Internal barriers such as limited funding and staffing challenges are addressed by prioritizing civic learning and engagement within existing programming resources. Efforts will focus on integrating civic learning into institutional culture and exploring future expansion into curricular civic learning and engagement. External barriers include state voting laws and commuter student dynamics.

As a commuter college, not having a captive audience with residence halls to capture students on campus requires innovative outreach strategies and partnerships.

### **What external barriers (e.g., election laws, voter ID laws, lack of proximity to polling location) prevent the institution from being successful?**

North Carolina faces multiple barriers in protecting voting rights, which include a mandated photo ID, a limited grace period for mail-in ballots and redistricting.



# IV. Goals

*(Short-term and long-term democratic civic learning and engagement goals)*

## Long-Term Goals

### What is the long-term vision the team hopes to achieve for the institution?

The long-term vision is to graduate civically informed and democratically active students with the knowledge, skills, and values able to address their community and country’s issues through the democratic process. We want our students to feel empowered to make the changes needed in the society in which they live and understand to have a strong and truly representative democracy.

### What are the outcomes the team wants to see at the institution over the next 10 years?

Action	Department	Location	Time	Intended Audience
<b>Hire Four Work Study Vote Ambassadors</b>	Student Life and Leadership	Vote Ambassadors will be on the two main campuses	Starting the fall academic year; 8/12/2024	Students, potential students, faculty and staff
<b>Student Vote Ambassador Training</b> Students will be trained to register, educate, and help lead voter civic learning and engagement efforts on campus. We plan to offer these students a small stipend.	Student Life Director, Coordinators, non-partisan group You Can Vote	Training will take place in the Student Life and Leadership conference room	Throughout both the spring and fall semesters as needed.	Student Vote Ambassadors and Student Government Officers

<b>Voter Registration Tabling Drive</b>	Student Vote Ambassadors in collaboration with the SGA and Student Ambassadors	Student Centers, Atriums and Navigation Stations and include in class conversation	Starting the fall academic year; 8/12/2024	Students, potential students, faculty and staff
<b>Welcome Week / Voter Registration</b>	Student Life Director and Coordinators	Spring-Student Center Lobby  Fall- Campus Courtyard	Spring 1/8/24 – 1/12/2024  Fall 8/19/2024- 8/23/2024	Entire Student Body
<b>Distribute voter registration and education flyers in food pantry bags for students</b>	Student Life and Leadership department, Pantry volunteers	Campus Food Pantry	On-going throughout the academic year	Campus Food Pantry users
<b>Become a Voting Site</b>	Student Life Director, VP of Student Success Services	North Campus	2025-2026	Community, students, faculty and staff
<b>Increase Civic engagement in curriculum courses</b>	Student Life Director, VP of Student Success Services in collaboration with Academic Programs	All Campuses	2025-2026	Students

<b>Targeted Voter Group Registration &amp; Participation Emails</b>	Student Life Director	All Campus	September 2024	Targeted groups, including students turning 18 before November 4, students utilizing VA benefits, first generation college students, male minority students, etc.
<b>Email Updates</b>	Student Life Director	All Campus	August-June, 2024	Invitations to voting events, update on voting links, social media posts and reminders

### Short-Term Goals

- As a result of campus initiatives, there was an increase in student voter participation in each county by 10%, as evidenced by the NSLVE report.
- As a result of creating the Voter Civic Learning and Engagement Advisory Committee, a 10% increase the number of non-partisans partnering agencies.
- As a result of securing an on-campus polling site, a 25% increase in assigned site voter participation.
- Due to successful All In Challenge plans, gain and support the designation of a Voter-Friendly Campus.

### What outcomes does the institution want to see during the next three years to stay on track to reach its longer-term vision?

- Create a Student Vote Coalition where students are trained to register, educate and help lead voter civic learning and engagement efforts on campus. We plan to offer these students a small stipend.
- Increase student participation and consistency in voter education events by creating a new voter education workshop series and incentivizing attendance at the workshops.

# V. Strategies

*(Voter registration, voter education, and voter turnout activities)*

We intend to build a culture and infrastructure that supports non-partisan civic learning, political civic learning and engagement, and voter participation. Here is an outline of the strategic plan for this work.

## Voter Registration

Action	Department	Location	Time	Intended Audience
<b>Create a landing page on the College's website</b> - This will be a one stop shop where students can register, check status, see who is on the ballot, etc.	Student Life Director and Marketing and Communications Director	College website	Will begin working with Marketing and Communications in the summer with a launch date before the fall semester begins in August	The campus community and public
<b>National Voter Registration Day and Constitution Day combined event</b> - Host a voter registration drive on both campuses in Student Center	Student Vote Ambassadors, SGA Executive Officers	Student Center	9/17/2024	Entire Campus

<p><b>Last Day to Register to Vote - Communication and Tabling Activity</b></p>	<p>Student Life Director will send campus-wide email. Marketing and Communications will post on social media. Student Voting Ambassadors and SGA Officers will be tabling to register students.</p>	<p>Student Lobby and Campus Yard</p>	<p>Primary - 2/9/2024, for the primary election on 3/5/2024.</p> <p>General - 10/11/2024 for the general election on 11/5/2024.</p>	<p>Entire Campus</p>
<p><b>Include Voting Information in Syllabi</b></p>	<p>Rowan-Cabarrus Cabinet voted to include a link to voter registration in every syllabi and a link to their local SGA.</p>	<p>All printed and digital college syllabi of curriculum programs.</p>	<p>Vote passed in the summer of 2024 and will remain include moving forward.</p>	<p>Every curriculum student and faculty member</p>

## Voter Education

Action	Department	Location	Time	Intended Audience
Kick off <b>National Voter Education Week</b> with an email accompanied by a video from SGA President encouraging students to vote.	Student Life Director, Marketing and Communications	Email	10/1/2024	Entire Campus
Hold a <b>Meet the Candidates</b> event. During this event, candidates for local and state races will be invited to campus to talk with students in the style of a Town Hall.	Student Life Director	Via Zoom	10/3/2024 (Rowan County)  10/10/2024 (Cabarrus County)	Entire Campus
Take students to the <b>NC College Voter Summit</b> sponsored by NC Campus Civic learning and engagement	Student Life Director and Coordinators	Usually takes place at Elon University in Elon, NC	September 2024 Participants won Spirit Award for Community Colleges for 2024-2025	SGA Officers, Student Voting Ambassadors
Create an <b>“I vote because…” video series</b> featuring students and why they participate in elections. Videos to be used in various online platforms and online magazine.	Student Voting Ambassadors, SGA Officers, Work-Study Student	Posted on social media, digital screens, online magazine	Spring and Fall semesters	Entire Student Body

<p>Educate Student Leaders through community events: Attend Community College Legislative Day</p>	<p>Student Life and Leadership Staff</p>	<p>Raleigh, NC</p>	<p>Spring 2025</p>	<p>Student Leaders and Vote Ambassadors</p>
<p>Educate Student Leaders through community events: Attend The North Carolina Network for Fair, Safe and Secure Elections</p>	<p>Student Life and Leadership Staff</p>	<p>Catawba College, Salisbury, NC</p>	<p>8/28/2024</p>	<p>Student Leaders and Vote Ambassadors to have more information on voting questions</p>
<p>Educate Student Leaders through community events: Attend Kannapolis African American Museum &amp; Cultural Center Community Conversations</p>	<p>Student Life and Leadership Staff</p>	<p>Hood Theological Seminary, Salisbury, NC</p>	<p>Thursday, 9/5/2024, 5:00 – 7:30 p.m.</p>	<p>Student Leaders and Vote Ambassadors to have more information on how colleges are addressing issues that affect students and the growth of the community.</p>

## Get Out the Vote

Action	Department	Location	Time	Intended Audience
Yard Signs displayed around campus reminding students to “Don’t Forget to Vote” with early voting and election dates	Student Life Director, Student Activities Coordinators, Student Leaders	Signs will be placed at every main campus entrance and the campus yard.	10/1/2024 – 11/5/2024	Entire Campus
Utilize all social media platforms for regular social media vote reminders	Marketing and Communications Director	Social media	10/1/2024 – 11/5/2024	Entire Campus
Utilize digital display screens across campus to post voting reminders.	Marketing and Communications Director	Digital display screens, student Life software platform across campus	10/1/2024 – 11/5/2024	Student body, faculty and staff
Voter Engagement Website at <a href="http://rcc.edu/vote">rcc.edu/vote</a>	Marketing and Communications Director	Digital display screens, student Life software platform across campus	8/1/2024 – 11/5/2024	Student body, faculty and staff
Voter Engagement Targeted Emails	Student Life Director	Targeted email to students who are using VA benefits.	September – October	Students who are using VA benefits to attend college



<b>Reminder for early voting at Octoberfest &amp; Open House</b>	Student Life and Leadership Staff, Vote Ambassadors, SGA Student Leaders	Octoberfest and Open House: North Campus, Salisbury	Thursday, 10/24/2024, 5:30 – 8:30 p.m.	Community, faculty, staff and students
<b>Voter Engagement Reminders</b>	North Carolina Comprehensive Community College SGA (N4CSGA)	N4CSGA Central Division and State Conferences	Division: Saturday, 9/21/2024, 9 – 4 p.m.  State Conference: 10/18/2024 – 10/20/2024, 8:00 a.m. – 7:00 p.m.	Community College students in each division and at a State Level

### **Important North Carolina Voter Dates**

- The voter registration deadline is 5 p.m. on Friday, October 11, 2024, for the 2024 general election.
- The in-person early voting period for the 2024 general election begins Thursday, October 17, 2024, and ends at 3 p.m. on Saturday, November 2, 2024.
- The absentee ballot request deadline is 5 p.m. on Tuesday, October 29, 2024, for the primary election on Tuesday, November 5, 2024.
- The absentee ballot return deadline for the 2024 general election is 7:30 p.m. on Tuesday, November 5, 2024.
- The 2024 general election is Tuesday, November 5, 2024. Polling places will be open from 6:30 a.m. to 7:30 p.m.
- Presidential general election debates are scheduled between September 16 and October 9, 2024.

# VI. NSLVE National Study of Learning, Voting, and Civic Learning and Engagement

Rowan-Cabarrus Community College is committed to fostering a culture of civic responsibility and empowerment. By implementing this action plan, we aim to equip our students with the knowledge and skills needed to actively participate in democracy, ensuring a future where every voice is heard and represented. We look forward to the first NSLVE Report.



# Rowan- Cabarrus

COMMUNITY COLLEGE



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Student Life & Leadership Development